

Application No. 09/264,432  
Amendment "A" dated January 20, 2004  
Reply to Office Action mailed November 19, 2003

### AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

*Sub 1*  
1. (Currently Amended) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

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compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based at least in part on the profile stored at the client system, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document, the inserted data overwriting a preexisting advertisement that was included within the information document requested from the server; and

upon inserting data representing the selected advertisement into the information document, displaying the information document, including the selected advertisement, on the display device, and such that the preexisting advertisement is overwritten in the information document prior to the information document being displayed.

2-3. (Canceled)

4. (Previously Presented) A method as defined in claim 1, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

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5. (Previously Presented) A method as defined in claim 4, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

6. (Canceled)

7. (Original) A method as defined in claim 1, wherein the information document is an HTML document.

8. (Previously Presented) A method as defined in claim 1, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

9-13. (Canceled)

14. (Previously Presented) A method as defined in claim 1, wherein the information document includes news.

15. (Previously Presented) A method as defined in claim 1, wherein the information document includes reference information relating to the content of the television programming.

16-18. (Canceled)

19. (Previously Presented) A method as defined in claim 1, wherein the act of requesting an information document is conducted without direct user assistance.

20-32. (Canceled)

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33. (Previously Presented) A method as recited in claim 1, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television program.

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34. (Currently Amended) A computer program product for use in an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, the computer program product comprising:

one or more computer-readable media having computer-executable instructions for implementing a method for inserting an advertisement into a document displayed on the display device, the method including acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based at least in part on the profile stored at the client system, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document, the inserted data overwriting a preexisting advertisement that was included within the information document requested from the server; and

upon inserting data representing the selected advertisement into the information document, displaying the information document, including the selected advertisement, on the display device, and such that the preexisting advertisement is overwritten in the information document prior to the information document being displayed.

35. (Previously Presented) A computer program product as defined in claim 34, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

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36. (Previously Presented) A computer program product as defined in claim 34, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

37. (Previously Presented) A computer program product as defined in claim 34, wherein the information document is an HTML document.

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38. (Previously Presented) A computer program product as defined in claim 34, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

39. (Previously Presented) A computer program product as defined in claim 34, wherein the information document includes news.

40. (Previously Presented) A computer program product as defined in claim 34, wherein the information document includes reference information relating to the content of the television programming.

41. (Previously Presented) A computer program product as defined in claim 34, wherein the act of requesting an information document is conducted without direct user assistance.

42. (Previously Presented) A computer program product as recited in claim 34, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.

43. (Cancelled)

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44. (Currently Amended) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

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compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with both more recently viewed television programming and less recently viewed ~~the~~ television programming, viewed by the user, with the more recently viewed television programming being given more weight in the profile than the less recently viewed television ~~older~~ programming, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based on the profile, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document; and

displaying the information document, including the selected advertisement, on the display device.

45. (Previously Presented) A method as recited in claim 44, wherein the most recently viewed television program is solely used to select the advertisement.

46. (Previously Presented) A method as recited in claim 44, wherein the selected advertisement replaces a preexisting advertisement included with the information document.

47. (Previously Presented) A method as recited in claim 44, wherein the selected advertisement is selected prior to requesting the information document.

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48. (New) A computer program product having one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 44.

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